

ABSTRACT OF THE DISCLOSURE

5 A method for providing a search result list. The method includes receiving a search request from a searcher. In a database of search listings in which each search listing is associated with an advertiser and includes at least one search term and a bid amount by the advertiser, search listings generating a match with the search request are identified. A predetermined number of identified search listings are selected according to bid amount for display to the searcher. The identified search listings are arranged for display in a random order as the search result list. 10 The search result list is then communicated to the searcher.

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